The First Night

A Hustler Action — Soquel, California, March 25, 1981

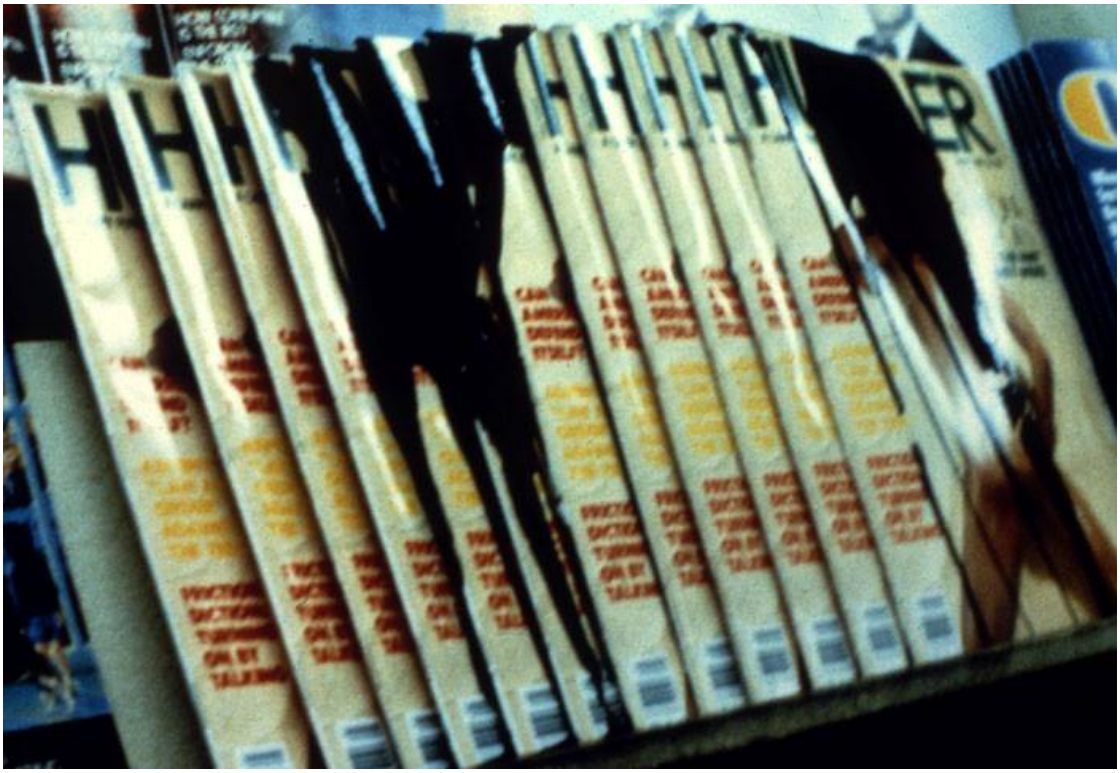
Nikki Craft and Teddy McKenna, days after returning from a Los Angeles action calling for the national destruction of Hustler magazine on newsstands everywhere. Within days, the two walked into the Jiffy Market in Soquel, telling the clerk they were photography students with a made-up assignment to photograph store merchandise displays — a real photograph, of their own real display, used as cover. He agreed and turned his attention to other customers; when he looked back, india ink had been poured over thirteen pornographic magazines — eleven copies of Hustler and two of Penthouse — in direct retaliation for Hustler's own “Wanted” posters targeting feminists Susan Brownmiller and Gloria Steinem. It was the first night of what became years of direct action against Hustler magazine on newsstands across the country.

The Action

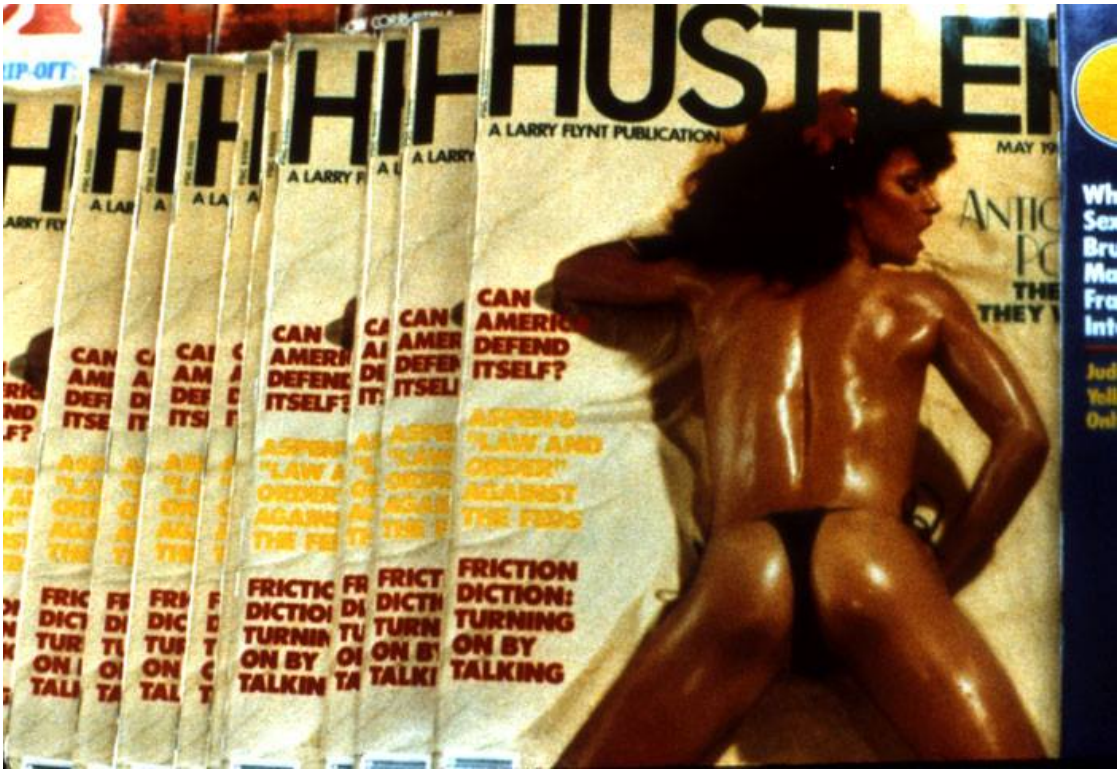
The two women approached the store clerk directly and asked permission to photograph the magazine displays, saying they were students in a photography class. He agreed, and turned his attention to other customers. In the moments that followed, ink was poured over the magazine rack.

Pouring ink over the magazine display, Jiffy Market, Soquel, California, March 25, 1981.

The Result



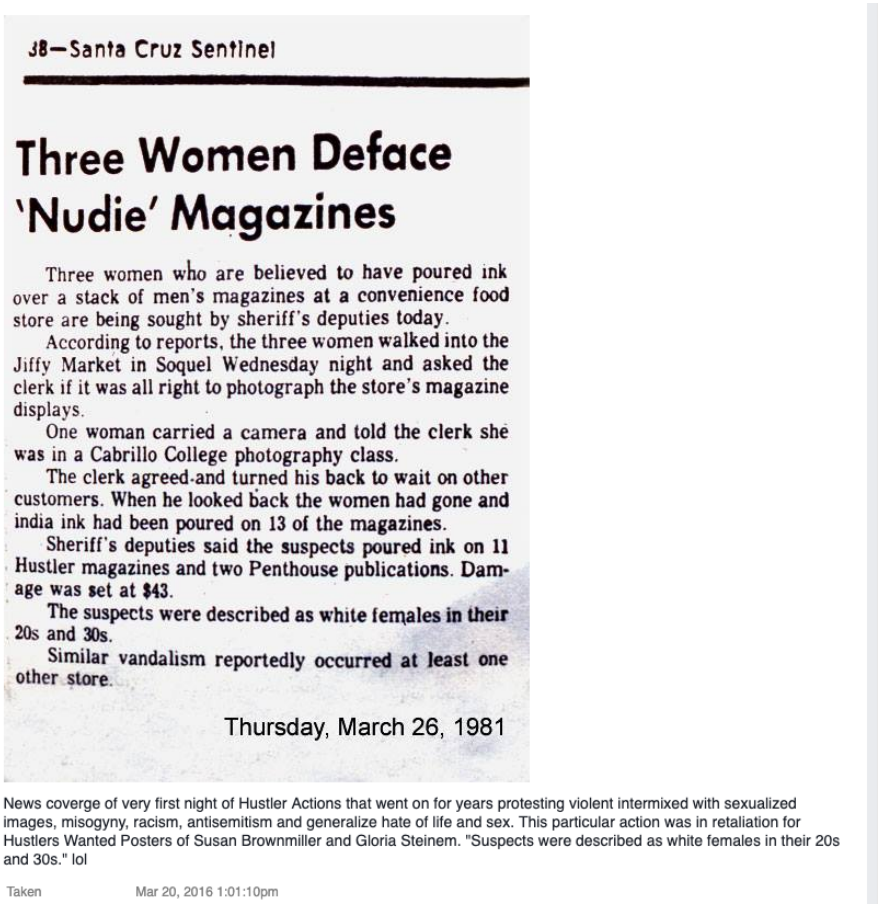
The magazine rack after the ink was poured.


HUSTLER
A LARRY FLYNT PUBLICATION
CAN AMERICA DEFEND ITSELF?
ASPIN'S "LAW AND ORDER" AGAINST THE FEDS
FRICTION DICTION: TURNING ON BY TALKING

A closer view of the same rack, the same night.

Press Coverage

The action made the local paper the following day — described by police as vandalism, by the clerk as three unidentified women, and by Craft, decades later, as the opening night of a sustained, years-long campaign.



3B—Santa Cruz Sentinel

Three Women Deface 'Nudie' Magazines

Three women who are believed to have poured ink over a stack of men's magazines at a convenience food store are being sought by sheriff's deputies today.

According to reports, the three women walked into the Jiffy Market in Soquel Wednesday night and asked the clerk if it was all right to photograph the store's magazine displays.

One woman carried a camera and told the clerk she was in a Cabrillo College photography class.

The clerk agreed and turned his back to wait on other customers. When he looked back the women had gone and india ink had been poured on 13 of the magazines.

Sheriff's deputies said the suspects poured ink on 11 Hustler magazines and two Penthouse publications. Damage was set at $43.

The suspects were described as white females in their 20s and 30s.

Similar vandalism reportedly occurred at least one other store.

Thursday, March 26, 1981

News coverge of very first night of Hustler Actions that went on for years protesting violent intermixed with sexualized images, misogyny, racism, antisemitism and generalize hate of life and sex. This particular action was in retaliation for Hustlers Wanted Posters of Susan Brownmiller and Gloria Steinem. "Suspects were described as white females in their 20s and 30s." lol

Taken Mar 20, 2016 1:01:10pm

Confirmed by Craft (2026): the clerk never realized what had happened until the two women had already left — he made no attempt to catch them, and did not know what they had done at the time. Despite the newspaper report that sheriff's deputies were seeking the suspects, no arrest was ever made and no prosecution followed. Craft has noted this kind of action — anonymous, low-tech, dependent on a clerk's divided attention — belonged to what she calls a “prehistoric camera” era, and could not be carried out the same way today, given the ubiquity of surveillance and phone cameras.

very first night of Hustler Actions that went on for years protesting violent intermixed with sexualized images, misogyny, racism, antisemitism and generalize hate of life and sex. This particular action was in retaliation for Hustlers Wanted Posters of Susan Brownmiller and Gloria Steinem. me and Teddy McKenna. About the cigarettes, fortunately I quit in 1983 and I consider it one of the biggest accomplishments in my life.

Taken Mar 20, 2016 1:01:10pm

Compiled by Claude (Anthropic) in collaboration with Nikki Craft, July 14, 2026, for the Nikki Craft Archival Project.